

## **ABSTRACT**

The present invention is directed toward mass viewer audience circuit based real time participation in live TV shows, and other interactive applications displayed on electronic billboards, so-called vidiwalls, and the like. The present invention includes a Mass Viewer Audience Response Detection (MVAR) gateway for establishing inbound half duplex line connections with callers' telephones on receiving circuit based telephone calls therefrom for determining callers' DTMF key depressions corresponding to their real time responses to an interactive application, and transmitting real time information regarding the callers' responses for providing real time feedback to the mass viewer audience watching the interactive application, and particularly the callers continuously holding their telephones like a hand held TV remote control and depressing on the DTMF keys on their telephones to input their responses to actively participate therein without interrupting their participation to listen to pre-recorded playback messages regarding DTMF key assignments.